

WHAT IS CLAIMED IS:

1 1. A method of operating a content delivery system for distributing advertising
2 content to users of personal computers, the method comprising:
3 collecting identification data from a network of personal computers, wherein the personal
4 computers are configured to periodically receive and store advertising content and display the
5 advertising content while or before bootloading a user selected application environment;
6 receiving the advertising content from an advertiser;
7 formatting the advertising content for storage and display in the personal computers; and
8 distributing, using the collected identification data, the formatted advertising content to
9 the personal computers.

1 2. The method of Claim 1, wherein the identification data comprises a unique identifier
2 that is associated with one of the personal computers.

1 3. The method of Claim 1, wherein the identification data comprises an internet
2 protocol address.

1 4. The method of Claim 1, additionally comprising:
2 receiving preference data from the personal computers; and
3 selecting the advertisement data that is to be distributed, at least in part, based upon the
4 received preferences.

1 5. The method of Claim 1, additionally comprising:
2 associating a fee with data representative of the advertiser; and
3 storing the fee in a storage device.

1 A content delivery system comprising for distributing advertising data to a
2 network of personal computers, the content delivery system comprising:
3 an identification database comprising identification data, wherein the identification data
4 uniquely identifies a computer or a user in the network of personal computers;
5 an advertisement database comprising advertising data, wherein the advertising data is
6 formatted for storage and display in the network of personal computers while or before the
7 network of personal computers bootload a selected application environment;
8 a collection module for collecting the identification from the network of personal
9 computers and storing the collection information in the identification database;
10 a formatting module for formatting and storing advertisement data in the advertisement
11 database; and
12 a control module that distributes the formatted advertising data to the network of personal
13 computers upon the occurrence of one or more events.

1 7. The system of Claim 1, wherein the identification data comprises a unique
2 identifier that is associated with one of the personal computers.

1 8. The system of Claim 1, wherein the identification data comprises an internet
2 protocol address.

1 9. The system of Claim 1, wherein the control module receives preference data from
2 the personal computers, and wherein the control module selects the advertisement data that is to
3 be distributed, at least in part, based upon the received preferences.

1 10. The system of Claim 1, wherein the control module associates a fee with data
2 representative of the advertiser; and wherein the control modules stores the fee in a storage
3 device that is associated with one of the personal computers.